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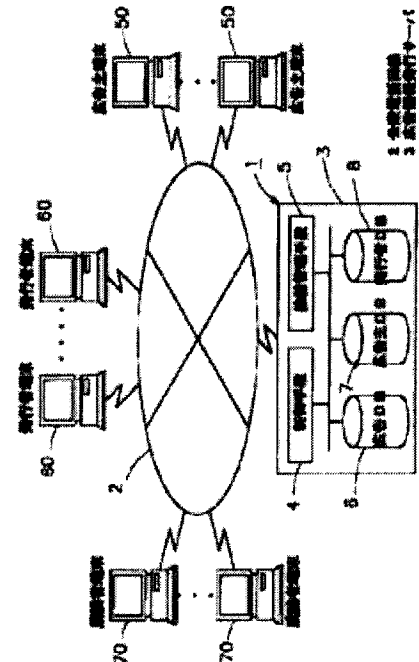
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(54) SUPPLY SYSTEM FOR ELECTRONIC ADVERTISEMENT

(57)Abstract:

PROBLEM TO BE SOLVED: To provide a supply system for electronic advertisement, by which the publisher of a mail magazine or the like can freely select an electronic advertisement to be inserted in his own published mail magazine and the electronic advertisement can be exactly supplied to the mail magazine or the like of a category desired by an advertiser.

SOLUTION: The supply system has an advertisement information issue server



3 on a network, to which a large number of unspecified advertisers and advertisement applicants can be connected, and this advertisement information issue server 3 can register the electronic advertisement having category information related to the designation of the advertiser and performs transmitting/receiving control processing for each of advertisement applicants to selectively acquire the desired electronic advertisement out of the relevant registered electronic advertisements.

